



## **Sponsorship and Advertising on City Owned or City Managed Assets Policy**

Effective Date: February 03, 2015

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### **1. Policy Statement**

The City of Pitt Meadows welcomes and encourages sponsorships and advertising undertaken to assist in the provision of City services and projects. The City recognizes that appropriate advertising on City mediums provides an acceptable means of generating new revenues to assist in financing of its programs and services thereby reducing the burden on taxpayers. All sponsorships and advertising shall be consistent with the City of Pitt Meadows's vision, mission and values and will not compromise or contradict any by-law or policy of the City, or reflect negatively on the City's public image.

### **2. Purpose**

The primary objective of the policy's parameters and guidelines is to safeguard the City's community identity, corporate values, image, assets, and interests while increasing the opportunities for revenue generation. The policy applies to the following:

- Program and special event sponsorship
- Naming/renaming of City property, buildings, and structures
- Paid advertising on City property, at City events, and in City publications and signage or other display devices
- Preferred Supplier Status

### **3. Scope**

This policy applies to all City employees and Council members.

This policy applies to all relationships between the City of Pitt Meadows and businesses, organizations and individuals that contribute either financially or in-kind to City programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations.



For purposes of corporate consistency, this policy shall apply to all City divisions and to those agencies, boards and commissions (ABCs) which are by law subject to the policies of City Council by requiring that those ABCs adopt policies which are consistent with this policy. Approval of proposals would continue to be by the ABC or, if such authority is not delegated to the ABC, by City Council.

#### 4. Exemptions

This policy is not applicable to philanthropic contributions, gifts, or donations in which property is voluntarily transferred by a third party to the City without expectation of return. In such instances, no valuable consideration is provided to, and no business relationship exists with, the third party.

Grants obtained from other orders of government, foundations, trusts, etc. are exempt from this policy.

Sponsorship or advertising relationships undertaken as part of a City hosted, City sponsored or City co-sponsored public or private event.

This Policy does not apply to the City's Elected Officials' campaign contributions.

#### 5. Policy

##### Definitions

Sponsorship relationships are established through initiation by the City informally or formally via a Request for Sponsors process, or through initiation by a potential sponsor.

**Property** refers to City assets and these include, but are not limited to, events, services, programs, activities, real property, facilities, intellectual property, parks, features (e.g. rooms, ice pads, bridges, playgrounds, etc.), and other assets, but not including streets and lanes.

**Sponsorship** refers to a mutually agreed to arrangement between the City of Pitt Meadows and an external company, organization, enterprise, association or individual evidenced in writing whereby the external party (sponsor) contributes money, goods or services to a City of Pitt Meadows facility, program, project, or special event in return for recognition, acknowledgement, or other promotional considerations or benefits. This does not include donations and gifts, or advice to the City where no business relationship or association is contemplated or is required and where no reciprocal consideration is being sought.

Forms of sponsorship include:

- Cash – A sponsorship received in the form of money.



- In-kind – Goods or services of value to the City are received rather than cash.

**Advertising** is the sale to an external company, organization, enterprise, association or individual of advertising space on City printed materials or property, at City events, or in conjunction with a City program. Unlike sponsorship, advertising involves the simple purchase by an advertiser of advertising space sold at rates determined by the City. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased.

**Naming rights** is a type of sponsorship in which an external company, organization, enterprise, association or individual purchases the exclusive right to name an asset or venue (e.g., a building or part of a facility – a room within a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash and/ or other considerations under a long-term arrangement. This arrangement is usually documented in a written agreement signed by the interested parties and has a specified end date to the contractual obligations.

**Preferred supplier agreements** are multi-year contracts between the City and outside firms in which the firms agree to provide value-added support to the City in exchange for preferred status. Value-added support is typically provided by discounted pricing as well as cash, and/or goods and services. This process allows for a consistent approach to all current and potential supply line arrangements, which in the long run, will see the City lower its operating costs while at the same time generating additional revenue.

### **Sponsor Eligibility & Restrictions**

Divisions shall decline sponsorship and advertising proposals from parties that are disqualified from doing business with the City including businesses that do not hold a current business license.

To protect the privacy of Pitt Meadows residents, sponsors and advertisers are not to have access to personal information held by the City.

No form of indemnification will be provided to any sponsor or advertiser without the express approval of the Finance and Communications Divisions.

Sponsors and advertisers are prohibited from implying that their products, services or ideas are sanctioned by the City or using the City's logo unless pre-approved by the City.

There shall be no actual or implied obligation to purchase the product or services of the sponsor or advertiser.



Sponsorship arrangements that pre-date this policy are not subject to it.

This policy does not apply to City sponsorship support of external projects where the City provides funds to an outside organization.

### **General Requirements**

All sponsorship and advertising agreements must comply with federal and provincial statutes, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council.

The following conditions apply when establishing sponsorship and advertising relationships:

- The City shall not relinquish to the sponsor any aspect of the City's right to manage and control the City's property.
- The City will maintain control over the planning and delivery of sponsorship activities.
- Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the City.
- The relationship must not cause a City employee or member of Council to receive any product, service or assets for personal gain or use.
- Advertising devices must not impact the quality and integrity of the City's properties, buildings, streetscape, and provide no added risks to safety.
- Advertisement of a product or service does not act as the City's endorsement of any one product or service over another.
- The sponsorship and advertising opportunity should be appropriate to the target audience.
- Wherever a sponsorship or advertising arrangement is in place it is necessary for the City of Pitt Meadows to continue to be recognized for those programs, facilities, structures, etc., where it makes an ongoing significant contribution to capital or operating costs. Clear and permanent identification of the City will be displayed in adherence to branding guidelines established by the City. Use of the City's logo in combination with the sponsor logos will be in keeping with the City's Visual Identity Guidelines. Use of sponsor logos and direct links from the City's website are permitted within the standard guidelines for web content.



### **Restrictions for Sponsorship and Advertising**

The City will not solicit or accept sponsorship or advertising from individuals, companies or organizations whose reputation could prove detrimental to the City's public image and/or whose business:

- Present demeaning or derogatory portrayals of individuals or groups or contain anything, which, in light of generally prevailing community standards, is likely to cause deep or widespread offence
- Represents political endorsement of a party, elected representative or candidate from any level of government.
- Violates any aspect of the Canadian Code of Advertising Standards

The City retains the discretion not to accept sponsorship from any entity for any reason.

### **Administrative Requirements and Authorities**

In addition to following the City's Purchasing Policy, as a general rule, the following sponsorship and advertising opportunities should be competed:

- Opportunities that will offer a significant corporate profile
- Agreements of a lengthy duration (3 years and beyond)
- Agreements that allow for exclusive benefits and recognition

Non-competitive arrangements may be considered for the following opportunities when:

- An unlimited number of sponsors are being sought
- It is a unique, innovative or experimental sponsorship opportunity
- Only one suitable sponsor can be identified
- The value of the sponsorship or advertising opportunity is less than \$5,000
- The need is justified in a business case, approved by the Chief Administrative Officer.

Unsolicited sponsorship and advertising proposals received by the City will be reviewed and evaluated by the relevant program director and presented to Council as per the provisions of the policy.

The City reserves the right to reject any unsolicited sponsorships that have been offered to the City and to refuse to enter into agreements for any sponsorships that originally may have been openly solicited by the City.

The selection of a preferred supplier will be consistent with the City's Purchasing policy.



There will be no requirement to obtain quotes or undertake a proposal and Council can initiate opportunities without the requirement to test the market further.

The City reserves the right to terminate an existing sponsorship or advertising agreement should conditions arise that make it no longer in the best interests of the City.

### **Delegation of Authority**

City staff are authorized to enter into sponsorship and advertising agreements for City hosted, sponsored or co-sponsored public or private special events. All other sponsorship, advertising, naming rights and preferred supplier proposals will be brought forward to Council for review and approval. t.

### **Responsibilities**

When directed by Council, the Communications Department is responsible for soliciting and negotiating the agreements. The Clerk's office would finalize and administer all sponsorships agreements. Staff approving special event sponsorship and advertising proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, ethical scans, and permits have been obtained. The Communications Department is responsible for ensuring that third party advertising relationships abide by the restrictions noted in this policy.

The Finance Department is responsible for maintaining a log of all sponsorship and advertising contributions and for issuing a written acknowledgement of the agreement to each sponsor or advertiser.

Sponsors are to advise the City of any changes to their business/advertising that may affect the agreement with the City.

### **Related Policies**

City of Pitt Meadows Purchasing/ Procurement Policy C012  
Parks and Leisure Services Commission Sponsorship Policy P107